NEWSPAPER

Corporate catering feeds execs, clients

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Hofmeister to head LA culinary school

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NRN Photo

Tour organizer-chef John Folse, second from left, shakes hands with chef Andrei Malygin of Moscow's Hotel Soyuz. Also pictured, from left, are Century Plaza chef Raimund Hofmeister and Soviet chefs Natalia Tokareva and Michael Vydysh.

In the spirit of Glasnost: Soviet chefs tour America

By Richard Martin

LOS ANGELES — Soviet trade officials leading a delegation of Moscow chefs on a first-of-its-kind tour of the United States concluded the 10-day visit by serving up a second helping of culinary *glasnost*.

After munching their way across the country and sampling Cajun recipes, Big Macs, and venison tacos, the officials toasted a reciprocal agreement to host a group of American chefs in the Soviet Union next July.

The contingent will comprise officials of the American Culinary Federation, including president Jack Braun and Louisiana chef-restaurateur John Folse, who organized the Soviets' U.S. tour.

Folse initiated the culinary exchange

*(See **SOVIET**, page 4)*

Early-bird specials lure in new traffic

Operators turn off-hours into profits

By Carolyn Walkup

An increasing number of savvy operators across the country are making profitable use of restaurant downtime by offering "early-bird specials."

While the early, discounted dinners are marketed in different ways to different audiences, all prove appealing to a variety of people who don't want to cook and whose schedules allow dining before peak dinner times.

Although early-bird dinners are nothing new, they are "a trend that has endured," according to Manny Mighdoll, executive vice president of the Florida Restaurant Association. He said he has seen an upturn in the trend as competition has intensified.

"People [operators] are exploring more ways to take advantage of every marketing opportunity," Mighdoll said. Because early-bird dinners are so widespread in Florida, largely owing to that state's high percentage of tourists and older winter residents, his association currently is surveying which members use early birds.

One Florida restaurant that just started offering such discounts, Appalachicola River Cafe of suburban Orlando, has found the re-

*(See **EARLY BIRD**, page 82)*

Eure dies at 56: leading pioneer

By Charles Bernstein

RALEIGH, N.C. — Thad A. Eure Jr., who for two decades loomed even larger in the restaurant industry than his imposing 6-foot-4-inch, 250-pound frame, succumbed to pancreatic cancer here last month. He was 56.

Stricken three months earlier, Eure asserted that "I'm going to beat this cancer so I can go on building restaurants. But if the good Lord doesn't want me to build him restaurants here anymore, I will go build him restaurants someplace else."

Eure Jr.

A crowd of 600, including restaurant leaders from throughout the country, state officials, and the many personal friends of the affable Eure, chanted the "Onward Christian Soldiers" hymn as Eure's funeral service ended here on the same upbeat, positive note that he always maintained.

Eure was a masterful restaurateur with some failures but a high batting average. He was best known for the cavernous Angus Barn themed steak house he and his partner, Charles Winston, opened in 1960. It is the state's highest-grossing restaurant, with a

*(See **EURE**, page 82)*

FOOD WATCH

'Tis the time for truffles

NEW YORK — Barbetta's, an old-time Italian restaurant in Manhattan, is hosting a truffle festival. Featured are white and black truffles hunted by the restaurant's own truffle hounds in Italy.

Truffles are the key ingredient in Barbetta's *fonduta con tartufe*. They are served over other raw mushrooms, ravioli, and game dishes.

Barbetta's, located on "Restaurant Row," West 46 Street between Eighth and Ninth avenues, has these rare and pungent delicacies flown in regularly from Italy during the truffle season.

"Truffles are a pricey treasure, but aficionados can't live without them," said Hillary Sobol, a representative for the restaurant.

— Ken Frydman

Kettle cools acquisition bid

Clears way for executive-led buyout

By Tracey Taylor Woodard

HOUSTON — Management of Kettle Restaurants Inc. has staved off another takeover attempt — this one captained by some of its own shareholders — and paved the way for a company-executive-led team to purchase the firm.

Kettle Acquisition Corp., a newly formed Florida investment group with ties to a group of dissident Kettle stockholders, formally withdrew its proposal to purchase the company as management increased its offer to $6.50 a share, or about $7 million, from its initial bid of $6 a share.

The executives are seeking to acquire the approximately 48 percent of Kettle's total shares outstanding not already owned by themselves, their relatives, or the Kettle employee stock ownership plan.

Kettle Restaurants Inc. operates and franchises 201 full-service, family-oriented restaurants in 16 states, primarily in the Sunbelt. Open 24 hours, the restaurants

*(See **KETTLE**, page 4)*

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NEWS DIGEST

Judge to halt Copeland from pursuing Church's

NEW ORLEANS — A federal judge said he plans to enjoin A. Copeland Enterprises from pursuing its acquisition of Church's Fried Chicken until Copeland reveals what confidential information it received from two former Church's executives.

The two, Lewis "Bucky" Kilbourne and George Samaras, currently hold high-level posts within Copeland's Popeyes fried-chicken chain.

Meanwhile, Church's confirmed that it has met with unidentified third parties interested in acquiring the chicken chain. A spokesman said Church's provided those suitors with information it has denied to Popeyes.

Church's has alleged that Kilbourne and Samaras armed Copeland with confidential information they garnered during their tenures as Church's chief financial officer and vice president of franchising, respectively.

Steve's agrees to buy Heidi's yogurt chain

LINDENHURST, N.Y. — Steve's Homemade Ice Cream, the dipping-store chain and parent of Swensen's, plans to add a new treat specialist to its fold through the acquisition of 100-unit Heidi's Frozen Yogurt Shoppes.

Steve's said it has struck an agreement to buy an 86-percent stake in Heidi's from certain unspecified shareholders. Terms were not disclosed.

Steve's said it will then proceed with a tender offer for the remaining 14 percent of total shares outstanding.

Nutrasweet opens cafe featuring low-cal treats

DEERFIELD, Ill. — Nutrasweet, the artificial-sweetener manufacturer, has opened a 40-seat cafe here that features reduced-calorie desserts.

About half of the offerings are made with Nutrasweet and half with curtailed amounts of sugar, according to a spokesman.

Nutrasweet's parent, Monsanto Co., said it would closely monitor the prototype Desserve cafe to assess the feasibility of duplicating the concept.

Pizza Hut hikes price of Hand-Tossed Pizzas

WICHITA, Kan. — Pizza Hut is raising the price of its Hand-Tossed Traditional Pizza to the amount charged for the segment-leading chain's two other signature pies, Pan Pizza and Thin 'n' Crispy.

The increase totals about $1 per pie. Hand-Tossed has been offered at an introductory low price since the product was rolled out in June.

The hike is expected to offset the pressure exerted on profit margins by the introductory price of Pairs Pizza, Pizza Hut's recently introduced two-pie combination deal.

Grand Met opens door for higher Pillsbury bid

MINNEAPOLIS — Grand Metropolitan chairman Allan Sheppard has raised the possibility of increasing the British conglomerate's $5.23 billion bid for Pillsbury Co., operator of Burger King, Steak and Ale, and Bennigan's.

Meanwhile, Burger King franchisees reported that they have yet to iron out their sharp differences with Pillsbury over the parent concern's plan to defend itself from Grand Met by spinning off Burger King as a separate, highly leveraged company.

Sheppard, whom Pillsbury has lampooned in ads attacking Grand Met, beseeched Pillbury executives to meet with him to discuss what they feel would be a fair price for the company.

Pillsbury, which has sought in vain to dissuade stockholders from tendering their shares to Grand Met, has yet to respond to Sheppard's invitation.

Culp, formerly of Po Folks, takes post at Holiday Inns

MEMPHIS, Tenn. — Clyde Culp, the former president of Po Folks Inc., has joined Holiday Inns as senior vice president and chief operating officer.

He is responsible for the chain's 120 company-operated hotels in the United States. He succeeds Ned Druehl, who was promoted to president of Holiday Inns' U.S. Hotel Services Division.

Culp resigned from Po Folks when the family restaurant chain filed for bankruptcy protection last winter.

Firnstahl, McHugh split with the toss of a coin

SEATTLE — Well-known Washington restaurateurs Tim Firnstahl and Mick McHugh, whose stable of high-volume establishments includes FX McRory's and Jake O'Shaughnessey's, have dissolved their partnership of more than 15 years.

The pair reportedly divided their holdings into two packages and then flipped a coin from the top of the landmark Space Needle here to see who got first choice. McHugh reportedly won the much-publicized coin toss.

According to one source, McHugh took possession of the Leshi Lakecafe & G.B.B. Bar, FX McRory's, and The New Jake O'Shaughnessey's at Bellevue Square. The source said Firnstahl got Jake O'Shaughnessey's, the Kirkland Roaster & Ale House, and a restaurant yet to open.

Coniston says ruling won't deter TW pursuit

NEW YORK — Coniston Partners has vowed to pursue its hostile takeover of TW Services, the parent of Denny's and Canteen Corp., despite the failure of a legalistic attempt to overturn TW's "poison pill" defense.

Coniston had sought to scuttle the so-called shark repellent by asking a federal judge to rule on the constitutionality of the Delaware statute that permits companies to adopt such a measure. TW was incorporated in Delaware.

The judge dismissed the request.

Hothorn returns to Omni as food & beverage chief

HAMPTON, N.H. — Peter Hothorn has resigned as Inter-Continental Hotels' vice president of food and beverage to reclaim that title at Omni Hotels, where he headed food-service operations in the early 1970s.

He fills the post that had been vacant since Walter Staib left Omni several months ago to join Specialty Restaurants.

Hothorn had overseen all food operations within Inter-Continental's hotels since 1978. From 1972 to 1975, he was vice president of food and beverage for Dunfey Hotels, which changed its name in the '80s to Omni.

Daka, Fuddruckers complete merger

WAKEFIELD, Mass. — Daka International, a contract feeder based here, has completed its merger with Fuddruckers, the San Antonio, Texas-based burger chain.

The two have joined to form a new publicly held company that retains the Daka International name.

Radisson acquires rights to 'clubcourt' concept

MINNEAPOLIS — Radisson Hotels said it has acquired the rights to franchise, develop, and operate a new midpriced lodging concept that was conceived in Cleveland by Snavely Development Co., an innkeeper there.

The new concept, called Honors Inn by Radisson, is the latest entrant in what has been dubbed the "clubcourt" market. Hotels in the emerging segment typically minimize public areas to allot more space for guest rooms.

Poll: Friendliness works as well as discounts

By Peter J. Romeo

Greeting regular customers by name does as much to boost their patronage as discounting the price of their meals does, according to an exclusive new Nation's Restaurant News survey of American consumers.

The poll, conducted by SRI Research Center of Lincoln, Neb., revealed that personalizing service and temporarily slashing menu prices are the two most effective means of snagging more traffic from current patrons.

The drawing power of those two tactics even overpowers the allure of a permanent price rollback, the respondents said.

However, those techniques were assessed solely in terms of how well they pull a customer back to a restaurant the patron already knows and likes.

When respondents were asked what turns a restaurant into a favorite haunt, 54 percent said the caliber of its food. Service, in contrast, was cited by only 22 percent.

The numbers indicate that consumers visit a restaurant again and again because of its food but would stop by even more frequently if the place could boast friendly service as well as outstanding fare.

The survey comes at a time when many restaurant chains and independent dining places are seeking to weather cutthroat competition by squeezing more repeat business out of their current clientele.

Many of the attempts, if not most, involve one form or another of discounting. Newspapers routinely carry price-off coupons for a variety of eating establishments. Two-for-one deals have become a standard offering of the major pizza chains. And even fine-dining places are getting into the acts with frequent-guest programs, where patrons earn credit toward a free meal for every entrée they buy.

The survey verifies that discounting is an effective means of luring repeat traffic, with 14 percent of respondents saying they would visit a place more often if it offered coupons, specials, or other short-term price reductions.

But the same percentage said they would visit an establishment more frequently if they were recognized by staffers or were treated in some other friendly manner.

Only 12 percent said they would dine more often in a place if it permanently lowered its menu prices.

That revelation indicates that consumers prefer deep but short-lived discounts to always available moderate prices, possibly because they believe they can always find some temporary deal available. It lends credence to restaurateurs' fears that patrons choose a restaurant by sorting through piles of coupons to determine what place features the biggest savings that day.

Seven percent of the respondents said they would visit a restaurant more often if its food tasted better, and only 3 percent said they would do so if the fare were fresher or higher in quality.

Yet 544 of the 1,000 respondents reported that they visit a particular restaurant more often than others because of its food and menu. In contrast, only 222 said their favorite restaurant earned that distinction through outstanding service.

Friendliness was cited more often than speedy service, by a two-to-one margin.

The survey found that only 9 percent of consumers visit a restaurant again and again because of its ambience.

Only 3 percent do so because of that place's location, the statistics showed.

The study did not delve into what makes a person visit a restaurant for the first time.

Rather, respondents were asked what would lure them more often to a restaurant they like. Also, they were requested to picture their favorite restaurant and name what single attribute repeatedly draws them to that place.

WHAT WOULD DRAW CONSUMERS TO A FAMILIAR RESTAURANT MORE FREQUENTLY?

FACTOR	CITED BY
Friendlier service/being recognized	14%
Discounts/coupons/specials/gifts	14
Lower menu prices	12
Faster service	7
Better-tasting food	5
Higher-quality food	3

Source: Gallup Organization/Nation's Restaurant News Adwatch survey

WHAT MAKES A PLACE A FAVORITE RESTAURANT?

FACTOR	CITED
Food	54%
Service	22
Friendly service	11
Speedy service	5
Atmosphere	9

Source: Gallup Organization/Nation's Restaurant News Adwatch survey

Blue Ribbon Grill comes up a winner

By Jack Hayes

ATLANTA — A couple of offbeat restaurateurs here are proving you can give away meat loaf lunches at $5.50, stay closed on Sundays, and still make money operating an old-fashioned, 115-seat neighborhood restaurant-and-bar.

It doesn't hurt that the restaurateurs are Ludlow Porch, the best-rated radio talk show host in Atlanta, and Paul Sachetti, a man fond of proclaiming that nothing's changed in food service since The Last Supper.

With their Blue Ribbon Grill at two units now, in suburban Tucker and Marietta, and grossing $1.2 million apiece, the effervescent duo is expanding to Ludlow's All American Steakhouse, a medium-priced menu concept that will serve up eye-grabbing signature entrées like One-pound Pork Chops.

Meanwhile, other suburban sites, in Alpharetta and Douglasville, are being scanned for a third Blue Ribbon Grill, which Porch and Sachetti expect will open by February. They want at least six of their hybrid family taverns in the Atlanta area.

"We want to remind the New York and New Jersey people of home," said Sachetti, who was 27 when he founded another tavern concept here, Crowley's, back in 1969. That operation grew to 10 units before he sold out in 1981.

"People tell us: 'This is the first neighborhood bar in the suburbs, something like Cheers,'" said Porch, a homespun humorist whose little-used real name (outside AM 750 WSB radio) is Bob Hanson.

It is not surprising that Porch handles Blue Ribbon Grill advertising and marketing, which is built around such bare-chested slogans as "You've got to eat somewhere" and "we need the business."

"Actually," he said, "we put Cheers to shame."

In fact, it is Porch's personality that draws customers to the doors for lunch and dinner for six days of the week. Meanwhile, Sachetti gyrates between the kitchen and cash register, entertaining another key group, the restaurant staff.

"Night after night they show up chanting, 'Ludlow sent us,' said restaurant manager Gary Maughan, who programs $14.95 Prime Rib on Mondays and Tuesdays, "Wacko Parties" on Wednesdays, and "Regulars Dinners" on Thursdays.

Chef Edward Smyke keeps them coming back with menu favorites like Ludlow's Meatloaf, Deep Fried Catfish, Drug Store Grilled Cheese, Cincinnati Chili, Blue Ribbon Burgers, Vegetable Plates, and Rotisserie Chicken.

"Casual American, strong on Southern regional, is the concept," confirmed Sachetti, who said the name Blue Ribbon Grill was already on the $30,000 sign they bought with the restaurant two and a half years ago.

Cleverly, Sachetti keeps the tavern and restaurant identities alive on either side of a glass-topped dividing wall. Blue Ribbon Grill does more than 80 percent of its business in food, and the Steakhouse is expected to do likewise.

The original restaurant, in the heart of a traffic-jammed office and retail complex near suburban Tucker, does two turns at lunch with tickets averaging a fat $6.50. That is even more impressive when one remembers there are 45 competitors in the neighborhood.

Meat loaf with mashed potatoes and a vegetable is the loss leader at $5.50 for lunch and $6.95 for dinner. The Grills sells 50 pounds of it each day between the two units.

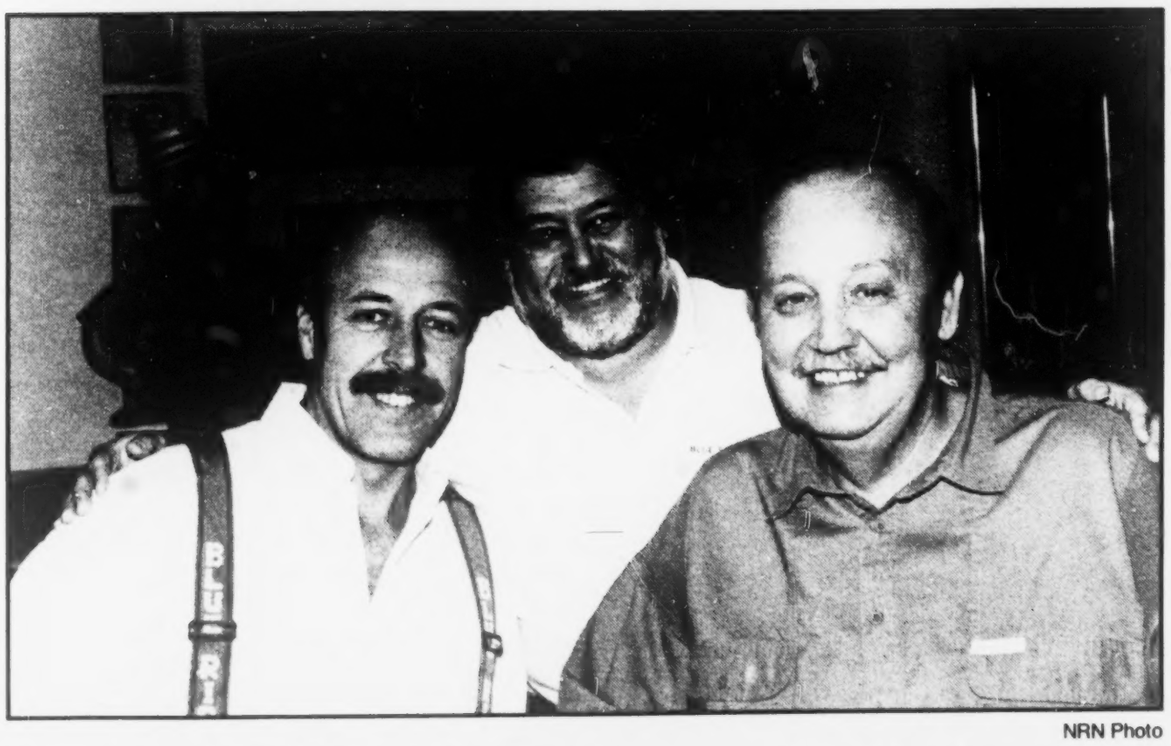
"It takes three people to eat that meat loaf, but somehow the customers all manage to clean their plates," joked Sachetti, who also ran a suburban bar — Hennesey's — that he sold in 1986.

Porch, who reportedly met his partner Sachetti beneath a table in one of the Crowley's taverns, was asked if he saw similarities between running a restaurant and talk show hosting.

"It's all show business," said the man who once provoked 20,000 phone calls from listeners with the story that Montana is nothing but a myth.

Admitting they're hardly bean counters, Sachetti and Porch will nonetheless pull their expanding operation out of its "shoe box" next year with a $5,000 investment in restaurant hardware and software.

Why so little? "Do you really need to look at screens with those dumb pictures of Martinis?" Sachetti asked.



NRN Photo

From left, Blue Ribbon Grill general manager Gary Maughan with co-owners Paul Sachetti and Ludlow Porch.

Happy Steak, Perko's sold

By Alan Liddle

FRESNO, Calif. — The 23-year-old Happy Steak chain and sister operation Perko's family restaurants have been acquired in a leveraged buyout engineered by two former executives and the founder's son.

The new owners said they paid $10 million or more for 95 restaurants in California and Nevada, a meat processing plant, a commissary, and a distribution center. Total sales for the company, renamed Dining & Food Concepts Inc., are about $90 million a year, they said.

H.T. "Chic" Brooks, Happy Steak founder, president, and majority shareholder, resigned shortly before the buyout was completed. The company he left behind operates or franchises a total of 60 Perko's family restaurants, 20 Happy Steak self-service budget steak houses, and 15 Brookhill Restaurants, full-service outlets selling steaks and pasta.

Jerry Geraci, chairman of the reorganized and renamed company, said much of the buyout financing came from a United Kingdom source that he would name at a later date. He said he and his partners want to embark on an expansion program and plan to merge their company with an existing, publicly traded firm.

Geraci oversaw Fresno-based Happy Steak's commissary for 10 years before leaving in 1985 to start two companies. His Guido's Pasta manufactures pasta for retail sales, and his Geraci's Pasta Restaurant & Deli operates two and franchises three fresh pasta and seafood units.

Plans call for merging Geraci's businesses with the new company.

Geraci's partners are Phillip L. Parrish, formerly vice persident of real estate and franchising for Happy Steak, and Randy Brooks, Chic Brooks' son. Parrish is chief executive officer of the new company, while Brooks serves as president.

FOCUS | VIEWPOINT

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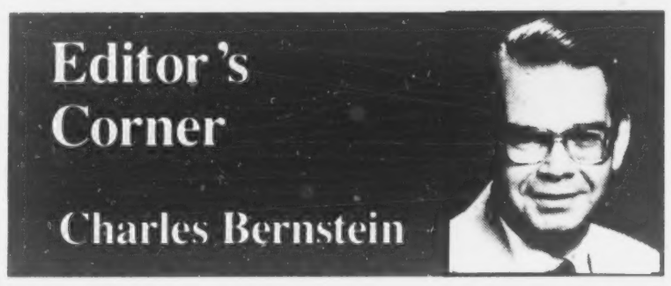
The big advantage: bottom-up planning

Strategies and marketing plans must come from the top executive ranks and filter down through a company or chain. Only then, when the top executives show complete confidence in the procedures, can they be implemented.

Right? Wrong. Exactly the opposite is true, as food-service companies subscribing to the top-down theory of strategic planning have learned to their chagrin.



An intriguing new book by marketing strategists Al Ries and Jack Trout, called "Bottom-up Marketing," makes the case beautifully. They present a scenario equally applicable to operations, productivity, and all aspects of the food-service business.

Their assertions are especially timely in the light of current efforts to emphasize powerful leadership from the top. This won't work unless ideas emanate from middle management.

C. Jackson Grayson, chairman of the Houston-based American Productivity Center, declared at a recent industry conference that "productivity efforts must start from a company's top leadership rather than from the bottom up." Food-service executives widely endorse that view. Yet this philosophy may be one reason productivity continues to lag.

What Ries and Trout say may sound like heresy to some, but it makes sense. They express opposition to long-range strategic planning, mission statements, goals, business plans, and annual budgets.

"We believe that most managers today fail to understand the critical relationship between strategy and tactics," their book declares. "That's why they continue to be beguiled by the strategic planning process."

Traditional theory says "top management should first set the strategy for a marketing campaign," Ries and Trout note. "Then the strategy should be turned over to middle managers who select the tactics to use to execute the strategy. But our concept is just the opposite."

By placing the emphasis on strategy, or where a company wants to be in the years ahead, "you commit one of the two cardinal sins of business," they assert. "The refusal to accept failure and the reluctance to exploit success are both sins resulting from top-down thinking."

Indeed, a lack of flexibility often plagues the most elaborate strategic plans. As Ries and Trout put it: "Top-down thinkers are goal-oriented. They first determine what it is they want to achieve, and then they try to devise ways and means to achieve their goals. But most goals are simply not achievable. Goal-setting tends to be an exercise in frustration."

Marketing battles are decided at the tactical level, not the strategic level, they say. A prime example was Tom Monaghan's tactic to focus only on the home delivery of pizza.

"It was unique and different because no other chain was doing this," they observe. "This was one tactic, not a collection of tactics, built around home delivery only. Not home delivery plus take-out plus eat-in hamburgers plus hot dogs plus the works."

Monaghan's Domino's Pizza chain achieved success far beyond anyone's expectations because of the strategic implications of the home delivery tactic. With that simple precept, Domino's was able to preempt the 'home delivery of pizza in 30-minutes-guaranteed-concept.'

Other pizza chains apparently decided that "we're in the restaurant business; a home delivery chain doesn't fit our strategy." The result of that strategic thinking was, as Ries and Trout describe it: Monaghan made a fortune while others missed opportunities.

It is no mystery why most of the innovative ideas in the food-service industry have emanated from entrepreneurial-minded franchisees (bottom-up) rather than from the headquarters of their franchisors (top-down). The franchisees and middle management will spare no effort to make their own plans and beliefs work but may slow to a crawl when plans are dictated to them.

"Traditional top-down thinkers sometimes think they are working from the bottom up when they are really not," Ries and Trout warn. "What they are usually doing is looking for tactics that fit their predetermined strategy."

When John Stafford became Pillsbury chief executive, he set up a committee, which wrote a lengthy explanation of the company's mission and values. "He probably believed in the Moses approach to management," Riese and Trout speculate. "First you go up the mountain to get the tablets. Then you come down from the mountain to put the Ten Commandments to work."

Pillsbury's and Burger King's managers could not implement the mission, especially the commandment that "thou shalt make a satisfactory profit margin." So Stafford was ousted, and other Pillsbury and Burger King executives subsequently fell.

In a classic statement, Ries and Trout declare: "It's more in keeping with the prerogatives of higher office to work on the mission and values than it is to eat a Whopper at a Burger King. When you get to be a high priest of business, you feel the overwhelming urge to pontificate."

They decry the traditional top-down marketing approach aimed at changing the marketplace rather than changing the company's tactics. "In order to achieve our goal of a 10 percent increase in market share," the former thinking typically goes, "we have to increase brand preference for our product."

In the authors' view, bottom-up managers are trying to find advantages to exploit, are external- and consumer-oriented, and believe in both short-term and long-term success.

Ries and Trout deserve praise for their unorthodox approach. Industry executives and planners would do well to consider the implications and encourage flexible ideas or tactics from the bottom-up, rather than issuing strategic plans that must be implemented.

LETTERS

KFC 'burger' article misses mark on direction

Editor, NRN:

We appreciate your Nov. 7 coverage of Kentucky Fried Chicken (KFC battles McDonald's with new "burger") but feel that the article misses the point of our strategic direction. KFC has been very successful in the chicken category, gaining market share each of the past three years, positioning the Kentucky Fried Chicken system for even more growth and development of new business.

A key point is that KFC is not developing new sandwiches or other products in response to the activities of other chains. What we are doing is executing our strategy of moving KFC into the mainstream of the QSR industry by extending the reach and appeal of Kentucky Fried Chicken.

We expect to achieve that objective through maintaining focus on our core business and developing and testing an array of promising new products, among which are sandwiches.

A primary goal of this strategy is to build a stronger lunch and snack business through products intended to appeal to new customers as well as to increase the frequency of visits by our current customers. And, given that sandwiches, fries, and Pepsi constitute that All-American lunch, we are continuing to pursue development of a sandwich or lunch line, which we began last year with Chicken Littles.

We see potential in adding another chicken sandwich or more to our menu to win a bigger share of the lunch market. As we told you during your visit with Steve Fellingham, assuming that our current testing is successful, we expect company restaurants to add a midpriced sandwich during 1989. And, basing our expectations on successful results, we think that many franchisees will wish to offer the product as well to help build their lunch business.

Similarly, we are testing other new products and services that have promise of further enhancing our appeal to consumers in all dayparts via added variety and convenience. This developmental work includes testing of home delivery, chargrilled chicken, and green salads with chicken toppings.

— Gregg M. Reynolds
vice president of public affairs
Kentucky Fried Chicken
Louisville, Ky.

Writeup on Bob Luckey captured his spirit, style

Editor, NRN:

I just finished reading your Oct. 17 writeup of Bob Luckey and send my commendations for a job well done.

Having been Bob's friend and business colleague for many years, I can attest to the fact that you captured his spirit, talent, and style.

— Robert Adamowski
president and chief executive officer
Pietro's Pizza Parlors